Listing of the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (PREVIOUSLY PRESENTED) A method for displaying a TV program to a viewer, comprising:

receiving a plurality of TV programs, wherein at least some of the received TV programs compete with at least some others of the received TV programs for viewership;

allowing the viewer to select one of the plurality of received TV programs for viewing;

storing data indicative of the viewer selected TV program and data indicative of at least some others of the TV programs competing with the viewer selected TV program that were not selected;

determining viewing preferences using the stored data indicative of the user selected TV program and data indicative of at least some others of the TV programs competing with the viewer selected TV program that were not selected as well as one or more known program traits and one or more associated program traits, the associated program traits being combined with other known program traits so as to generate new program traits representative of said viewer's degree of preference of a program according to a regression analysis of the viewing habits of the particular viewer over time; and

controlling the programming displayed to the viewer in accordance with the viewer selection and the determined viewing preferences.

2. (PREVIOUSLY PRESENTED) The method of claim 1, wherein controlling the programming displayed to the viewer comprises: displaying the viewer selected program and additional programs selected in accordance with the determined viewing preferences.

3. (PREVIOUSLY PRESENTED) The method of claim 2, wherein the displaying additional programs comprises: displaying one or more advertisements.

4. (PREVIOUSLY PRESENTED) The method of claim 3, further comprising: receiving a plurality of additional programs.

5. (PREVIOUSLY PRESENTED) The method of claim 4, wherein controlling the programming displayed to the viewer further comprises: selecting one or more of the received additional programs in accordance with the determined viewing preferences for display to the viewer.

6. (ORIGINAL) The method of claim 4, wherein receiving the plurality of TV programs and additional program comprises: receiving the plurality of programs through one or more broadcast televisions signals, cable television networks, computer networks, or telephone networks.

7. (ORIGINAL) The method of claim 6, wherein receiving the plurality of TV programs and additional programs comprises: receiving the additional programs independently of the TV programs.

8. (ORIGINAL) The method of claim 7, wherein receiving the plurality of TV programs and additional programs comprises: receiving the plurality of TV programs on a first set of TV channels; and receiving the plurality of additional programs on a second set of TV channels.

9. (ORIGINAL) The method of claim 6, wherein receiving the plurality of TV programs and additional programs comprises: receiving the additional programs multiplexed with one or more of the TV programs.

10. (ORIGINAL) The method of claim 4, further comprising: storing the received additional programs for subsequent display to the viewer.

11. (ORIGINAL) The method of claim 10, wherein controlling the programming displayed to the viewer comprises: displaying the viewer selected program and additional programs selected in accordance with the previously determined viewing preferences of the viewer from among the stored additional programs.

12. (ORIGINAL) The method of claim 4, wherein receiving the plurality of additional programs comprises: receiving a plurality of additional programs including targeting parameters related to the previously determined viewing preferences of the viewer.

13. (ORIGINAL) The method of claim 12, wherein the targeting parameters include one or more of TV viewing preferences, demographic information, and additional program display schedule information.

14. (PREVIOUSLY PRESENTED) A method for displaying a TV program to a viewer, comprising:

transmitting a plurality of TV programs for selection therebetween by the viewer, wherein at least some of the TV programs compete with at least some others of the TV programs for viewership;

transmitting a plurality of additional programs;

storing data indicative of viewer selected ones of the TV programs and at least some others of the TV programs competing with the viewer selected TV programs that were not selected;

determining viewing preferences using the stored data indicative of the user selected TV program and stored data indicative of at least some others of the TV programs competing with the viewer selected TV programs that were not selected as well as one or more known program traits and one or more associated program traits; the associated program traits being combined with other known program traits so as to generate new program traits representative of said viewer's degree of preference of a

program according to a regression analysis of the viewing habits of the particular viewer over time;

selecting ones of the additional programs in accordance with the determined viewing preferences for display to the viewer with the selected TV programs.

15. (PREVIOUSLY PRESENTED) The method of claim 14, wherein transmitting the plurality of additional programs comprises: transmitting the plurality of additional programs independently of the TV programs.

16. (PREVIOUSLY PRESENTED) The method of claim 14, wherein transmitting the plurality of additional programs comprises: transmitting a plurality of advertisements.

17. (PREVIOUSLY PRESENTED) The method of claim 14, wherein transmitting the plurality of TV programs and additional programs comprises: transmitting the plurality of TV and additional programs through one or more broadcast television signals, cable television networks, computer networks, or telephone networks.

18. (ORIGINAL) The method of claim 17, wherein transmitting the plurality of TV programs and additional programs comprises: transmitting the additional programs independently of the TV programs.

19. (ORIGINAL) The method of claim 18, wherein transmitting the plurality of TV programs and additional programs comprises: transmitting the plurality of TV programs on a first set of TV channels; and transmitting the plurality of additional programs on a second set of TV channels.

20. (ORIGINAL) The method of claim 17, wherein transmitting the plurality of TV programs and additional programs comprises: transmitting the additional programs multiplexed with one or more of the TV programs.

21. (CANCELLED)

22. (PREVIOUSLY PRESENTED) The method of claim 14, wherein transmitting the plurality of additional programs comprises: transmitting a plurality of additional programs including targeting parameters related to the viewing preferences of the viewer.

23. (PREVIOUSLY PRESENTED) The method of claim 22, wherein the targeting parameters include one or more of demographic information and additional program display schedule information.

24-25. (CANCELLED)

26. (PREVIOUSLY PRESENTED) The method of claim 1, wherein performing said regression analysis results in the introduction of one or more additional traits used to improve the determination of the viewer's preference when an average error value between the selected program and one or predicted programs determined in the regression process does not converge to a given value.

27. (PREVIOUSLY PRESENTED) The method of claim 14, wherein performing said regression analysis results in the introduction of one or more additional traits used to improve the determination of the viewer's preference when an average error value between the selected program and one or predicted programs determined in the regression process does not converge to a given value.

28. (PREVIOUSLY PRESENTED) A method for displaying a TV program to a plurality of viewers, comprising:

receiving a plurality of TV programs, wherein at least some of the received TV programs compete with at least some others of the received TV programs for viewership;

allowing a viewer to select one of the plurality of received TV programs for viewing;

identifying whether a viewer profile has been created for said viewer;

creating said viewer profile if said viewer profile has not been created for said viewer;

storing in said viewer profile data indicative of said viewer selected TV program and data indicative of at least some others of the TV programs competing with the viewer selected TV program that were not selected;

determining viewing preferences from said viewer profile using the stored data indicative of said viewer selected TV program and data indicative of at least some others of the TV programs competing with the first viewer selected TV program that were not selected as well as one or more known program traits and one or more associated program traits; the associated program traits being combined with other known program traits so as to generate new program traits representative of said viewer's degree of preference of a program according to a regression analysis of the viewing habits of the particular viewer over time;

controlling the programming displayed to said viewer in accordance with the viewer selection and the determined viewing preferences.

29.   (PREVIOUSLY PRESENTED) The method of claim 28, wherein the identifying whether a viewer profile has been created for said viewer comprises: comparing said stored data indicative of said viewer selected TV program and data indicative of at least some others of the TV programs competing with the viewer selected TV program that were not selected with the profiles created for said plurality of viewers.